

Year group	Autumn Term		Spring Term		Summer term	
Year 7	Media lessons don't officially start until Y9 onwards					
Year 8						
Year 9 iMedia	Manipulate images in Photopea Learn the basics of image manipulation: uploading images, using tools to change background, adding text.		Create games in GDevelop Develop characters, levels, and animations, then build game mechanics using its visual, event-based system		Edit videos on Canva Combine video clips, add effects, transitions, text, music, and elements to create dynamic visual stories. Whilst practicing using various pre-production documents (eg: Storyboards, Moodboards, Mindmaps etc)	
Year 10 Creative iMedia	Introduction to Pre-Production Learn about the preproduction needed for generating ideas and planning key documents in media.	Digital Gaming Skills Learn the theoretical and practical skills needed for digital game creation. This covers everything from planning and design to developing games in GDevelop, complete with a mock coursework for hands-on experience.	Digital Gaming Coursework Complete the real coursework in the classroom which contributes to 35% of the overall iMedia grade	Return to Pre-Production Learn about the final pre-production documents in preparation for the exam in Y11	Visual Identity skills Learn about theoretical and practical editing skills using the image editing softwares Photopea and Inkscape	Visual Identity practice mock Pupils do a practice mock coursework in preparation for the real coursework in September
Year 11 Creative iMedia	Visual Identity coursework Complete the real coursework in the classroom which contributes to 25 % of the overall iMedia grade	Focus on exam related units (R093) Our focus will now be on the remaining exam units: Media Industry (Unit 3), Clients & Audiences (Unit 4), Legislation (Unit 4), Media Types (Unit 5), and a final comprehensive revision (Unit 6). This makes up the final 40% of the overall iMedia grade				
Year 12 Digital Media	Pre-Production Skills Master the crucial planning and preparation for any digital media project. This involves interpreting client briefs, understanding audiences, and creating vital pre-production documents like storyboards, scripts, and schedules. Exam in January		U21 & U3 Coursework - Create & pitch a media product Produce a promotional video for a provided brief. This involves generating ideas, creating a detailed proposal with sample materials, and developing a professional pitch to a client. You'll then plan, shoot, and edit your original video content, demonstrating your understanding of pre-production, production, and post-production techniques, all while meeting the client's brief.			
Year 13 Digital Media	Media Products & Audiences Gain a deep understanding of how media products are designed to engage specific audiences. This includes exploring various product types, their purposes, and the key characteristics of different audience demographics. You'll learn how to analyse and connect products effectively with their intended viewers or users. Exam in January		U20 & U24 Coursework - Advertising Media & Cross Media Industry Awareness Develop a full advertising campaign for a new soft drink. This includes researching existing campaigns, understanding convergent technologies and industry job roles, and then planning and producing a cross-media campaign (billboard, magazine, video ads) that meets a specific client brief and target audience.			



Curriculum Intent

The curriculum empowers students to master the full lifecycle of digital media creation. From initial planning and pre-production to hands-on development in gaming, video, and image editing, students gain both theoretical knowledge and practical skills. They learn to interpret briefs, understand audiences, and produce diverse media products, culminating in projects and exams that prepare them for the dynamic media industry.